



WPTV

ORDER

Print Date 11/21/12

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Flight Dates **10/09/12-10/15/12**

Contract / Revision **307295 /**

Original Date / Revision
08/07/12 10/15/12

Advertiser **Obama / Democrat / Preside**

Agency **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Product
Obama for America

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:30:00

Estimate # **1537**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	77	\$38,301.00	\$45,060.00	0.00
Totals	77	\$38,301.00	\$45,060.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/15/12	77	\$38,301.00	\$45,060.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WPTV	10/09/12	10/15/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	-----S-			1		\$600.00		0.00				
E 2	WPTV	10/09/12	10/15/12	M-F 5-6a M-F 5-6a	CM	5-6a	-TWTF--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	-TWTF--			1		\$200.00		0.00				
E 4	WPTV	10/09/12	10/15/12	M-F 7-9a M-F 7-9a	CM	7-9a	MTWTF--	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00



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Contract / Revision **307295** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 08/07/12/ 10/15/12

Order Sep 00:30:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**Estimate # **1537**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	WPTV	10/09/12	10/15/12	M-F 7-9a M-F 7-9a	CM	7-9a	MTWTF--	:30	2	\$500.00	P-3	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	MTWTF--	2		\$500.00		0.00					
E 8	WPTV	10/09/12	10/15/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	1	\$425.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	MTWTF--	1		\$425.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
14	WPTV	10/09/12-10/15/12		M-F 9-10a	9-10a		MTWThF----	:30	(\$425.00)	0.00	NM			
Credited spots being mdgd on est 1537 w/o 10/16														
E 9	WPTV	10/09/12	10/15/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	1	\$300.00	P-3	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	MTWTF--	1		\$300.00		0.00					
E 10	WPTV	10/09/12	10/15/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$200.00	P-3	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-----S-	1		\$200.00		0.00					
E 11	WPTV	10/09/12	10/15/12	M-F 12-1pm M-F 12n-1p	CM	12-1p	MTWTF--	:30	2	\$135.00	P-3	0.00 NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	MTWTF--	2		\$135.00		0.00					
E 13	WPTV	10/09/12	10/15/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$500.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-----S	1		\$500.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
21	WPTV	10/09/12-10/15/12		Su 6p	6-630p		-----Su	:30	(\$500.00)	0.00	NM			
Credited spots being mdgd on est 1537 w/o 10/16														
E 14	WPTV	10/09/12	10/15/12	Su 1130p-1205a after NFL 1130p-12x After NFL	CM	1130p-1205a	-----S	:30	1	\$600.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-----S	1		\$600.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
10	WPTV	10/09/12-10/15/12		Su 1130p-1205a after NFL	1130p-1205a		-----Su	:30	(\$600.00)	0.00	NM			
Credited spots being mdgd on est 1537 w/o 10/16														
E 15	WPTV	10/09/12	10/15/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	-TWTF--	:30	1	\$225.00	P-3	0.00 NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-TWTF--	1		\$225.00		0.00					
E 16	WPTV	10/09/12	10/15/12	M-F 5-530p M-F 5-530p	CM	5-530p	-TWTF--	:30	1	\$585.00	P-3	0.00 NM	1	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-TWTF--	1		\$585.00		0.00					
E 17	WPTV	10/09/12	10/15/12	M-F 530-6p M-F 530-6p	CM	530-6p	-TWTF--	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-TWTF--	1		\$500.00		0.00					



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Contract / Revision **307295** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 08/07/12/ 10/15/12

Order Sep 00:30:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # **1537**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 18	WPTV	10/09/12	10/15/12	M-F 6-630p M-F 6-630p	CM	6-630p	- TWTF--	:30	2	\$650.00	P-3	0.00 NM	2	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	- TWTF--	2		\$650.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
18	WPTV	10/09/12-10/15/12		M-F 6-630p		6-630p	- TWThF----	:30		(\$650.00)		0.00 NM		
See MG 18.20,18.21 [lur]														
19	WPTV	10/09/12-10/15/12		M-F 6-630p		6-630p	- TWThF----	:30		(\$650.00)		0.00 NM		
See MG 18.20,18.21 [lur]														
20	NPTV	10/09/12-10/15/12		Friday Prime C		10-11p	-----F----	:30		\$1,500.00		0.00 NM		
Ⓜ MG for 20.16,18.19,18.18														
21	NPTV	10/09/12-10/15/12		Saturday Prime B		9-10p	-----Sa--	:30		\$350.00		0.00 NM		
Ⓜ MG for 20.16,18.19,18.18														
E 19	WPTV	10/09/12	10/15/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$500.00	P-3	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-----S-	1		\$500.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
9	WPTV	10/09/12-10/15/12		Sa 6p		6-630p	-----Sa--	:30		(\$500.00)		0.00 NM		
See MG 19.10 [news airs 7-730pm]														
10	NPTV	10/09/12-10/15/12		Sa 7p News		7-730pm	-----Sa--	:30		\$300.00		0.00 NM		
Ⓜ MG for 19.9 10/13														
E 20	WPTV	10/09/12	10/15/12	M-F 7-730p M-F 7-730p	CM	7-730p	- TWTF--	:30	1	\$550.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	- TWTF--	1		\$550.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
16	WPTV	10/09/12-10/15/12		M-F 7-730p		7-730p	- TWThF----	:30		(\$550.00)		0.00 NM		
See MG 18.20,18.21 [lur]														
E 21	WPTV	10/09/12	10/15/12	Sa 7-8P Sa 7-8P	CM	7-8p	-----S-	:30	1	\$350.00	P-3	0.00 NM	2	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-----S-	1		\$350.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
9	WPTV	10/09/12-10/15/12		Sa 7-8P		7-8p	-----Sa--	:30		(\$350.00)		0.00 NM		
See MG 21.10,21.11 [7-8pm is News/NBC Sports]														
10	NPTV	10/09/12-10/15/12		M-F 4p-5p		4-5p	MTWThF----	:30		\$275.00		0.00 NM		
Ⓜ MG for 21.9 10/13														
11	NPTV	10/09/12-10/15/12		M-F 430-5a		430-5a	MTWThF----	:30		\$60.00		0.00 NM		
Ⓜ MG for 21.9 10/13														
E 22	WPTV	10/15/12	10/15/12	M-F 730-8p M-F 730-8p	CM	730-8p	M-----	:30	1	\$600.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	M-----	1		\$600.00		0.00					



WPTV

Print Date: 11/21/12

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Contract / Revision **307295** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 08/07/12/ 10/15/12

Order Sep 00:30:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # **1537**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 22	WPTV	10/15/12	10/15/12	M-F 730-8p M-F 730-8p	CM	730-8p	M-----	:30	1	\$600.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	M-----	1		\$600.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
10	WPTV	10/09/12-10/15/12		M-F 730-8p		730-8p	M-----	:30		(\$600.00)		0.00 NM		
Credited spots being mdgd on est 1537 w/o 10/16														
E 24	WPTV	10/09/12	10/15/12	Monday Prime C Revolution	CM	10-11p	M-----	:30	1	\$1,250.00	P-3	0.00 NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	M-----	1		\$1,250.00		0.00					
E 26	WPTV	10/09/12	10/15/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	-TWTF--	:30	1	\$600.00	P-3	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-TWTF--	1		\$600.00		0.00					
E 27	WPTV	10/09/12	10/15/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$1,800.00	P-1	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-----S	1		\$1,800.00		0.00					
E 28	WPTV	10/09/12	10/15/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S	:30	1	\$1,750.00	P-3	0.00 NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-----S	1		\$1,750.00		0.00					
E 29	WPTV	10/09/12	10/15/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$150.00	P-3	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-----S	1		\$150.00		0.00					
E 30	WPTV	10/09/12	10/15/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	MTWTF--	1		\$1,800.00		0.00					
E 31	WPTV	10/09/12	10/15/12	Friday Prime C dateline	CM	10-11p	----F--	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	----F--	1		\$1,000.00		0.00					
N 32	WPTV	10/09/12	10/15/12	NBC Monday Prime the voice	CM	8-11p (8:00 PM-10:00 PM)	M-----	:30	1	\$3,000.00	P-1	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	M-----	1		\$3,000.00		0.00					
N 33	WPTV	10/09/12	10/15/12	Monday Prime C revolution	CM	10-11p	M-----	:30	1	\$1,800.00	P-1	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	M-----	1		\$1,800.00		0.00					
N 34	WPTV	10/09/12	10/15/12	Tuesday Prime A voice	CM	8-9p	-T-----	:30	1	\$2,500.00	P-3	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-T-----	1		\$2,500.00		0.00					
N 35	WPTV	10/09/12	10/15/12	Tuesday Prime B go on/new normal	CM	9-10p	-T-----	:30	1	\$750.00	P-3	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



Hiatus Dates

Order Sep 00:30:00

Estimate # **1537**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N35	WPTV	10/09/12	10/15/12	Tuesday Prime B go on/new normal	CM	9-10p	-T-----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/09/12	10/15/12	-T-----	1		\$750.00	0.00							
N36	WPTV	10/09/12	10/15/12	Tuesday Prime C parenthood	CM	10-11p	-T-----	:30	1	\$1,250.00	P-3	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/09/12	10/15/12	-T-----	1		\$1,250.00	0.00							
N37	WPTV	10/09/12	10/15/12	Wednesday Prime B l&o:svu	CM	9-10p	--W----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/09/12	10/15/12	--W----	1		\$1,000.00	0.00							
N38	WPTV	10/09/12	10/15/12	Friday Prime A grimm	CM	8-9p	----F--	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/09/12	10/15/12	----F--	1		\$650.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WPTV	10/09/12-10/15/12		Friday Prime A		8-9p	----F--	:30		(\$650.00)		0.00	NM		
See MG 38.2															
2	NPTV	10/12/12-10/12/12		Friday Prime A		8-9p	----F--	:30		\$650.00		0.00	NM		
Ⓜ MG for 38.1 10/12															
[MG per ms into same time period program change to The Voice]															
N39	WPTV	10/09/12	10/15/12	Friday Prime B grimm	CM	9-10p	----F--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/09/12	10/15/12	----F--	1		\$500.00	0.00							
N40	WPTV	10/09/12	10/15/12	Friday Prime C dateline	CM	10-11p	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/09/12	10/15/12	----F--	1		\$1,000.00	0.00							
N41	WPTV	10/09/12	10/15/12	Saturday Prime A nbc encores	CM	8-9p	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/09/12	10/15/12	-----S-	1		\$300.00	0.00							
N42	WPTV	10/09/12	10/15/12	Saturday Prime B NBC Encore	CM	9-10p	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/09/12	10/15/12	-----S-	1		\$300.00	0.00							
N43	WPTV	10/14/12	10/14/12	NFL Pregame NFL Pregame	CM	4-10p	-----S	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/09/12	10/15/12	-----S	1		\$900.00	0.00							
N44	WPTV	10/09/12	10/12/12	M-F 630-7p M-F 630-7p	CM	630-7p	-TWTF--	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/09/12	10/15/12	-TWTF--	2		\$1,800.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WPTV	10/09/12-10/15/12		M-F 630-7p		630-7p	-TWThF--	:30		(\$1,800.00)		0.00	NM		
See MG															



WPTV

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Contract / Revision **307295** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 08/07/12/ 10/15/12

Order Sep 00:30:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # **1537**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N45	WPTV	10/11/12	10/11/12	NBC Thursday Prime Vice Pres Debate	CM	8-11p (9:00 PM-11:00 PM)	---T---	:30	2	\$3,000.00	P-1	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	---T---		2			\$3,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	2	WPTV	10/09/12-10/15/12	NBC Thursday Prime		8-11p	(9:00 PM-11:00 ---Th-----	:30		(\$3,000.00)		0.00 NM		
	Credited spots being mdgd on est 1537 w/o 10/16													
N46	WPTV	10/09/12	10/12/12	M-F 7-9a M-F 7-9a	CM	7-9a	-TWTF--	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	-TWTF--		1			\$500.00		0.00			
N47	WPTV	10/09/12	10/12/12	M-F 5-530p M-F 5-530p	CM	5-530p	-TWTF--	:30	1	\$585.00	P-3	0.00 NM	1	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	-TWTF--		1			\$585.00		0.00			
N48	WPTV	10/09/12	10/12/12	M-F 530-6p M-F 530-6p	CM	530-6p	-TWTF--	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	-TWTF--		1			\$500.00		0.00			
N49	WPTV	10/13/12	10/13/12	Sa 7p News Sa 7p News	CM	7-730pm	-----S-	:30	1	\$300.00	P-3	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	-----S-		1			\$300.00		0.00			
N50	WPTV	10/09/12	10/12/12	M-F 10-11a M-F 10-11a	CM	10-11a	-TWTF--	:30	2	\$300.00	P-3	0.00 NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	-TWTF--		2			\$300.00		0.00			
N51	WPTV	10/09/12	10/12/12	M-F 11-12n M-F 11-12n	CM	11a-12p	-TWTF--	:30	5	\$135.00	P-3	0.00 NM	5	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	-TWTF--		5			\$135.00		0.00			
N52	WPTV	10/09/12	10/12/12	M-F 12-1pm M-F 12n-1p	CM	12-1p	-TWTF--	:30	4	\$135.00	P-3	0.00 NM	4	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	-TWTF--		4			\$135.00		0.00			
N53	WPTV	10/15/12	10/15/12	M-F 1-2p M-F 1-2p	CM	1-2p	M-----	:30	2	\$125.00	P-3	0.00 NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	M-----		2			\$125.00		0.00			
N54	WPTV	10/09/12	10/12/12	M-F 2-3p M-F 2-3p	CM	2-3p	-TWTF--	:30	5	\$100.00	P-3	0.00 NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	-TWTF--		5			\$100.00		0.00			
N55	WPTV	10/09/12	10/12/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	-TWTF--	:30	4	\$100.00	P-3	0.00 NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	-TWTF--		4			\$100.00		0.00			
N56	WPTV	10/09/12	10/12/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	-TWTF--	:30	5	\$300.00	P-3	0.00 NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			



WPTV

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Contract / Revision **307295** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 08/07/12/ 10/15/12

Order Sep 00:30:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # **1537**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N56	WPTV	10/09/12	10/12/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	- TWTF- -	:30	5	\$300.00	P-3	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	- TWTF- -	5		\$300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NPTV	10/09/12-10/15/12		M-F 4p-5p		4-5p	- TWThF- - - -	:30		\$275.00		0.00	NM		
2	NPTV	10/09/12-10/15/12		M-F 4p-5p		4-5p	- TWThF- - - -	:30		\$275.00		0.00	NM		
3	NPTV	10/09/12-10/15/12		M-F 4p-5p		4-5p	- TWThF- - - -	:30		\$275.00		0.00	NM		
4	NPTV	10/09/12-10/15/12		M-F 4p-5p		4-5p	- TWThF- - - -	:30		\$275.00		0.00	NM		
5	NPTV	10/09/12-10/15/12		M-F 4p-5p		4-5p	- TWThF- - - -	:30		\$275.00		0.00	NM		
N57	WPTV	10/09/12	10/12/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	- TWTF- -	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	- TWTF- -	2		\$600.00		0.00						
N58	WPTV	10/13/12	10/13/12	Sa 1130p-1a SNL	CM	1130p-1a	- - - - - S-	:30	2	\$410.00	P-3	0.00	NM	2	\$820.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	- - - - - S-	2		\$410.00		0.00						
N59	WPTV	10/09/12	10/15/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	MTWTF- -	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
part of mkgd pkg from #307360															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF- -	1		\$275.00		0.00						
N60	WPTV	10/09/12	10/15/12	M-F 430-5a M-F 430-5a	CM	430-5a	- TWTF- -	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
part of mkgd pkg from #307360															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	- TWTF- -	1		\$50.00		0.00						
N61	WPTV	10/15/12	10/15/12	M-F 7-730p M-F 7-730p	CM	7-730p	M- - - - -	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	M- - - - -	1		\$600.00		0.00						
N62	WPTV	10/09/12	10/15/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	M- - - - -	:30	1	\$625.00	P-3	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	M- - - - -	1		\$625.00		0.00						
Totals														77	\$45,060.00